



# 2018 RATE CARD

## Nova Scotia International Tattoo June 26 – Jul 2, 2018

Be part of the celebration by participating in the 2018 Royal Nova Scotia International Tattoo souvenir program!

2018 marks the 40<sup>th</sup> anniversary of the Tattoo and this year they will celebrate by honouring our Heroes and Legends, commemorating the end of the First World War, The Battle of the Atlantic and Women in Service and will kick off the celebration with a good old fashioned ceilidh. The show features everything from pipers, drummers, dancers, acrobats, bands, choirs, display teams and more.

The 2017 event marked record box office ticket sales and high scores from audience goers.

Advertising in the program not only puts you in front of this diverse audience but also allows you to be a part of the celebration as the Tattoo celebrates their ruby jubilee right in downtown Halifax.

**50,000 copies printed**

**Distribution:** To tourist destinations, hotels, and each patron of the show is handed a program as they enter ScotiaBank Centre.

*"I had the pleasure of seeing the Tattoo last evening. It was one of the best, without a doubt!"*

*"Loved the variety. It was an excellent show."*

*"Extremely fantastic, thank you!!!"*

*"It was well paced, very entertaining, historical, lots of variety, just excellent!"*

*"Keep up the good work. This was my first Tattoo and will not be my last."*



# ROYAL NOVA SCOTIA INTERNATIONAL tattoo

## Advertising rates

	Rate
Inside front cover	\$1800.00
Inside back cover	\$1800.00
Full page	\$1500.00
1/2 page (horizontal/vertical)	\$950.00
1/4 page (vertical)	\$700.00

Final size of trimmed publication: 5.375" x 8.375"

### DEADLINES:

AD BOOKING DEADLINE: May 3, 2018

ARTWORK DEADLINE: May 17, 2018

PERFORMANCES: June 26 – Jul 2, 2018

<p><b>Full page</b> (floating, no bleed) 4.75 x 7.375</p> <p><b>Trim</b> 5.375 x 8.375</p> <p><b>Bleed</b> 5.625 x 8.625</p>	<p><b>1/2 page horizontal</b> 4.75 x 3.687</p>	<p><b>1/2 page vertical</b> 2.375 x 7.375</p> <p><b>1/4 vertical</b> 2.375 x 3.687</p>
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### Print Advertising Mechanical Requirements:

- Preferred file format for supplied ads is press quality PDF (PDF/X-1a).
- Supplied ads may also be sent as native files. Preferred programs include Indesign, Illustrator and Photoshop. We cannot accept MS Word files.
- Include all fonts and image files.
- All colours must be CMYK. Images must be 300 ppi at 100% printed size.
- Files under 5MB can be sent by email. Larger files should be submitted via our FTP site or sent on a CD. Contact us for more information.



### For advertising information:

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